



**FOR IMMEDIATE RELEASE**

**360PR NAMES GORDON VICE PRESIDENT, DIGITAL & SOCIAL MEDIA**

**BOSTON, AUGUST 11, 2009** – 360 Public Relations ([www.360publicrelations.com](http://www.360publicrelations.com)) has expanded its digital practice with the hiring of Cynthia Gordon as Vice President of Digital & Social Media. Gordon previously served as Vice President of New Media & Integrated Marketing for NBC Universal’s resort division, and brings significant social media and consumer brand experience to 360PR.

During her tenure with NBC Universal Orlando, Gordon developed the Universal Moms™ program, which included engaging a core group of influencer moms whose insights helped refine the resort’s offerings. She was also responsible for online programming such as *iVillage Live*, and led the integration of digital and social media strategies into marketing campaigns for several high-profile launch announcements, including The Simpsons RIDE™ and The Wizarding World of Harry Potter™.

“Having been brand side in a new media role, Cindy brings a broader view of social media as a driver of integrated marketing campaigns and, at the same time, is a hands-on practitioner with valuable in-the-trenches social media experience,” explained 360PR Managing Director Laura Tomasetti.

In addition to entertainment and lifestyle brand experience, Gordon spent three years working in the QSR industry, as Director of Global Communications for Dunkin’ Brands. She also served as a brand communications consultant at KPMG International. Earlier in her career, Gordon worked agency side at Golin/Harris, as the Account Director for Chrysler Corporation, and on food brands such as NutraSweet.

Gordon and 360PR Digital Media Manager Elicia Basoli will collaborate on social media training for 360PR clients. Gordon will also lead a cross-agency team of digital enthusiasts, fostering the sharing of digital and social media best practices across account teams and the delivery of actionable insights to clients.

“There is great power in social influence marketing and so much to gain by making social media a strategic part of every marketing initiative,” commented Gordon. “When you seamlessly and purposefully integrate both the social and the physical into your communications ecosystem, you are more likely to spark an authentic conversation that gets and keeps people’s attention.”

**360PR Digital & Social Media Services**

360PR has been recognized with numerous industry awards and honors for its work in social media. With roots in the video game industry – and staff working closely with influencers and enthusiasts in online communities since the agency’s founding in 2001 – 360PR was in early on the social media movement and has led numerous successful social media campaigns for major brands. 360PR digital and social media services include: influencer identification and outreach; the agency’s signature Blunch™ events, bringing brands and bloggers face-to-face; online cause initiatives and contests; content strategy and development; podcast, online video, blog, microsite, and fan page production and administration; social media training; and, monitoring.

### **About 360 Public Relations**

360 Public Relations is a consumer specialist agency passionate about helping brands cultivate fans. 360PR's staff are immersed in the media and communities online and off that reach and engage influencers and consumers directly. In addition, the 360PR MomSquad™ imbues client campaigns with a real parent perspective. Based in Boston, 360PR is a founding member of Converge™, a national network of leading public relations agencies. For more information, visit [www.360publicrelations.com](http://www.360publicrelations.com) and read the agency's blog at [www.360PRBlog.com](http://www.360PRBlog.com).

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